



A 3D rendering of a city skyline with a large, white, circular table and chairs in the center, symbolizing business and technology. The city is composed of numerous tall, blue, rectangular buildings of varying heights. In the center of the image, a large, white, circular table is surrounded by ten black chairs. The table and chairs are positioned on a platform that is shaped like a large, white, stylized letter 'E'. The background is a bright blue sky with a few white clouds. The overall scene suggests a modern, high-tech business environment.

# INDIA RISING

W: [HTTPS://WWW.JAIPURIA.AC.IN/YOUTH2025/](https://www.jaipuria.ac.in/youth2025/)  
E: [IYC2024@JAIPURIA.AC.IN](mailto:IYC2024@JAIPURIA.AC.IN)

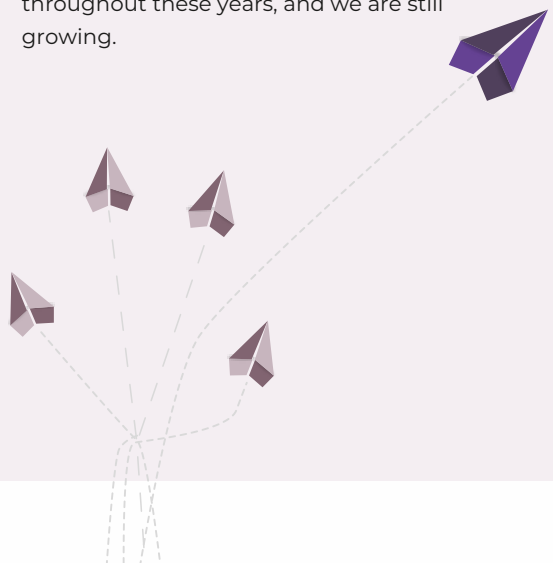


## ABOUT THE CONFERENCE

For the past ten years, the International Youth Conference has been a beacon of inspiration and a platform for aspiring young leaders from across the world, and it is constantly striving to carry on its legacy. The Youth Conference began in 2014, when the seed of the event saw its maiden flowering and discussions on "Harnessing India's Demographic Dividend" began. India had the biggest percentage of young people in 2014, and conversations on such an appropriate theme produced excellent outcomes. The second Youth Conference in 2015 highlighted the growing importance of "Marketing and Communication for Young India" and educated diverse stakeholders on its complexities. The third youth conference was held on the theme "Skilling Young India for Global Leadership", as skilling is of paramount importance to creating the leaders of tomorrow. The 4th Youth Conference was done with the contemporary theme "Harnessing Youth for Development, Sustainability, and Happiness: Imperatives and Challenges for SAARC and Emerging Asia" to educate young people about the growing significance of sustainability and happiness in culture. We at Jaipuria have long held the belief that change is the only constant and that it evolves according to the needs and behaviours of young people. To comprehend youth and their interconnected nature, the 5th Youth Conference, "Harmonizing Education, Employment & Empowerment: Role of Academia, Business & Government," was created. Harnessing the power of intellect from the conscience, stepping into the foundation to redefine education, and making the youth empowered and employed stood as an inviting topic and attracted a lot of great minds, eager to learn, from all corners of India as well as overseas. Further, the 6th International Conference focused on celebrating youth as innovators, trend-setters, and leaders in the digital age. Jaipuria has been a notable trailblazer in digitizing itself and it recognizes the urgency of the situation and is encouraging its youth to embrace technology and the digital world. The institution raised the

bar for its conference by inviting innovators and thought leaders from other sectors to exchange information. The 7th International Conference stressed the importance of business ethics and focused discussions on "Re-Imagining Leadership for a Global Workforce: Fostering Professionalism and Ethics for Young Leaders." The conference brought together academicians, industry experts, and policy makers on a single platform to carry out intellectual deliberations, discuss the current scenario, and suggest strategies. To instil this idea, the 8th Conference's theme was "Envisioning Business for a Better Tomorrow: Innovate, Integrate, and Impact." We firmly believe that innovation is the capacity to view change as an opportunity rather than a threat, and despite numerous setbacks, we have triumphed. The 9th IYC, which was conducted under the topic "Envisioning India's Future: Growth, Innovation, Sustainability, Happiness & Well-Being," was hosted to promote the idea that having a healthy mind is just as vital as having a healthy body. The 10th Conference witnessed thoughts on "Netritva 4.0: Leadership in the era of connection and collaboration" which was firmly grounded in an appreciation of the essentials leading with people rather than leading people per se.

So far in these conferences, there has been 750+ research papers presented, 13,000+ participation, 250 + international speakers, 400+ national speakers and three books published along with international and national deliberations throughout these years, and we are still growing.





# PAST GLIMPSES OF THE CONFERENCE



## EMINENT SPEAKERS FROM PAST CONFERENCE



**Rajyavardhan  
Singh Rathore**

Member of  
Parliament



**Sudha  
Chandran**

Bollywood  
Actress



**Aditi  
Govitrikar**

Indian Supermodel,  
Actress & Physician



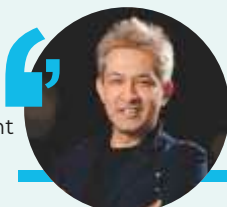
**Geeta  
Phogat**

Freestyle  
Wrestler



**BK Sister  
Shivani**

Internationally Acclaimed  
Motivational Speaker & Thought  
Leader, Brahma Kumari



**Jawed  
Habib**

Chairman & MD,  
Jawed Habib Hair and  
Beauty Ltd.



**Dr. Alka  
Mittal**

Chairman & Managing  
Director, ONGC



**Dr. Abhinav  
Bindra**

Olympic Gold Medalist –  
Shooting, Arjuna  
Award Winner



**Kalraj Mishra**

Governor of Rajasthan



**Dr. Subhash  
Garg**

Hon'ble Minister,  
Technical Education, Govt.  
of Rajasthan

## CONFERENCE THEME – IYC 2024: INDIA RISING

Change is a characteristic of all societies – be they primitive or modern. No society ever remains changeless. With time and unprecedented development, India has changed its outlook. “The 21st century is going to be the INDIAN century”. We all have heard many national and international political & economical leaders saying these many times. This is all because of the rapidly increasing influence of India, in practically every field around the globe, in the past few years after the globalisation of the Indian economy. In the present scenario, India is at the focus of the world's major issues whether it is politics, science and technology or education, peace missions etc. and the list is endless. Earlier, the country that was thought to be as a land of just elephants and snakes, poverty, and hunger, now every country wants to enter in collaboration with it just because they have realised that it is not possible to carry forward the process of world development without India.

India is a country that has undergone a significant transformation in the last few decades. From a developing nation struggling with poverty and inequality to one of the fastest-growing major economies in the world, India has been on a remarkable journey of

growth and development. Due to India's fast development, the face of Indian cities and villages have changed rapidly. Today India has world class airports, roads, railways, and metro trains running in cities. India has also emerged as a leading country in IT and service sectors. Major part of the world's outsourcing business has been shifted to India by many MNC's. Not to leave behind, India is acing in education, medical advancements, world trade and commerce. All of these have changed India's perception at global fronts completely.

It is in this backdrop that Jaipuria Institute of Management, Jaipur is organizing the Eleventh International Conference in the series YOUTH 2025 – 'India Rising'. This conference extends an invitation to leaders across the globe to participate, with the goal of cultivating transformational thoughts in youth and the broader society, encompassing corporate, government, NGOs, and various sectors such as entertainment, hospitality, army, judiciary, education, agriculture, industry, services, to name a few.

India Rising is also a celebration as the coming decades will be shaped in no small part by the choices India makes in its journey to be a “great power”.

## THE SPECIFIC AIM OF THE CONFERENCE IS TO



Encourage India's development discussion among industry decision-makers.



Global youth forum for discussing India's development potential.



Encourage youth to innovate, collaborate, and adapt to complex times.



Explore growth enablers and barriers from micro- and macro perspectives.

# CALL FOR PAPERS

The conference aims to provide an international platform for academicians, researchers, industry personnel's, representatives from the government, NGO's and students to share their research findings in front of experts. All full paper submissions will be peer-reviewed and evaluated based on originality, technical and/or research depth, accuracy, and relevance to conference themes and topics. The topics of interest for submission include, but are not limited to:

## TOPICS

### 1. Change Management

- Practicing Global Leadership: Change Makers, Trendsetters: Individuals & Organizations
- Digital Transformation
- Innovation and Creativity Management
- Organization Change and Development
- Organization Design and Restructuring

### 2. Technologies for Better Tomorrow

- Big Data Analytics
- Smart Manufacturing
- Management Information Systems
- Internet of Things (IoT)
- E-commerce and Digital Marketing
- Blockchain and Smart Logistics
- Social Media Marketing
- Marketing Analytics
- Applications in Other Industries such as Healthcare, Education, Media, Retail and Related Fields
- Management Fads
- Emotional Intelligence
- Integration of IoT, AI, Cloud Computing for Management 5.0 Ecosystem

### 3. Entrepreneurial Ecosystems

- E-Business
- Business Forecasting
- Start Up- culture and Community
- Access to Funding and Investment Capital
- Government Policies and Regulation
- Incubators and Accelerators

- Networking Opportunities
- Innovation Hubs and Co-Working Spaces
- Intellectual Property Protection
- Local and Regional Economic Development
- The Life Satisfaction Approach

### 4. Finance in New Age of Digitization

- Financial Analytics
- Fintech
- Financial Markets
- Financial Literacy
- Future of Cryptocurrency
- Factors of Digital Transformation
- Business Intelligence & Financial Intelligence
- Evolution of Responsible Investing
- ESG Disclosure Policy and Regulations
- Advancing Diversity and Inclusion through the Sustainable Debt Market
- Untapped ESG Opportunities
- Green Bonds/ Climate Bonds

### 5. Culture, Business Ethics and Resilience

- Ethical Leadership and Governance: Ethics in Marketing, HRM, Finance, Operations, and IT
- Culture and Ethics in Business
- Performance Parameters of Happiness and Well-Being
- Happiness and Well-Being in WFH organizations
- Work from Home and Productivity
- Gig Work and the Future of Work
- Advantages and Disadvantages of Moonlighting
- Mental Health and Work Life Balance

# STUDENT POSTER PRESENTATION

Students and Research Scholars are invited to participate in a poster presentation on the conference themes/sub-themes. There will be a display area where all such posters will be exhibited. The two best poster presentations will be awarded.

## KEY AUDIENCES AND PAPER CONTRIBUTORS

- Academicians and Research Scholars interested in various aspects of leadership
- Research and Development Managers
- Representatives of Government/Non-Government Organizations
- Practitioners in Business / Industry Leaders and Consultants
- Strategic Planners, Public Policy Makers, etc.
- Post Graduate students, along with at least one faculty member as one of the authors

# PUBLICATION OF RESEARCH PAPERS

All the accepted papers will be published in the Edited Book entitled “India Rising” by Bloomsbury, an “A” Category Publisher, and the selected papers will have the opportunity to be published in the following Journals listed in SCOPUS and/or ABDC

- International Journal of Quality and Innovation (Inderscience Publishers) | eISSN 1756-6983 | ISSN print 1756-6975
- South Asian Journal of Marketing (Emerald) | eISSN: 2738-2486 | ISSN: 2719-2377
- Management Dynamics Journal | ISSN: 0972-5067 (Digital Commons and Science Direct Journal)

# REWARD FOR OUTSTANDING PAPERS

In line with the philosophy of the institute for promoting qualitative contribution in research and academics, the conference has instituted rewards for the selected outstanding papers with a Certificate of Appreciation and Cash prize of:

Rewards	Corporate/Faculty	Research Scholars/ Students
First Prize	INR 10,000/-	INR 8000/-
Second Prize	INR 6000/-	INR 5000/-
Best Poster Award		INR 5000/- and INR 3000/-

# REGISTRATION AND SUBMISSION GUIDELINES

Kindly submit your abstracts (200-250 words) at: <https://cmt3.research.microsoft.com/IYC2024/> or by scanning the following QR code.



For more details visit: <https://www.jaipuria.ac.in/youth2025/>

## REGISTRATION FEES

The registration fee for the conference is given below:

CATEGORY OF THE PARTICIPANT	EARLY REGISTRATION	FINAL REGISTRATION
SAARC COUNTRIES		
Delegates / Faculty Members/Industry Person (India and SAARC Countries)	INR 1500/-	INR 2,000/-
Research Scholar / Students (India and SAARC Countries)	INR 1000/-	INR 1500/-
OTHER FOREIGN COUNTRIES		
Delegates / Authors	US\$ 60/-	US\$ 75/-
Research Scholar / Students	US\$ 30/-	US\$ 40/-

## IMPORTANT DATES FOR AUTHORS

Last date for submission of abstract:	20 December, 2023
Confirmation regarding the acceptance of abstract:	25 December, 2023
Last date for full-length paper submission:	30 December, 2023
Last date for communication of reviewers' comments:	15 January, 2024
Final submission of full-length paper after modifications:	31 January, 2024
Last date of Registration:	31 January, 2024

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## ABOUT JAIPUR: THE PINK CITY

Jaipur is named after its founder the warrior and astronomer sovereign Sawai Jai Singh II (ruled 1688 to 1744). It is 260 km from Delhi and 240 km from Agra and forms the most chosen tourism golden triangle of Delhi, Agra, and Jaipur. The old Jaipur painted in Pink can grip any visitor with admiration. The stunning backdrop of ancient forts Nahargarh, Amer, Jaigarh, and Moti Dungri are dramatic testimonials of the bygone era. The Pink City is one of the most sought-after tourist destinations of Rajasthan.



## ABOUT JAIPURIA INSTITUTE OF MANAGEMENT, JAIPUR

Jaipuria Institute of Management, Jaipur is a part of Jaipuria group of institutions established under the Integral Education Society. The Jaipuria group has a long heritage of providing educational excellence to the youth of India since the establishment of Seth Anandram Jaipuria College in Calcutta (now Kolkata) in 1945. The first management institute of Jaipuria was established in 1995 in Lucknow, followed by Noida (2004), Jaipur (2006) and Indore (2010). The PGDM program offered at Jaipuria Institute of Management, Jaipur is approved by the AICTE (All India Council of Technical Education), accredited by the NBA (National Board of Accreditation) and recognized by AIU (Association of Indian Universities) as equivalent to MBA degree. The institute also runs AICTE approved PGDM-Service Management program and doctoral level Fellow Program in Management (FPM). The institute has been awarded Graded Autonomy (Grade 2) from AICTE and it has been listed under Great Place to Work by Great Place to Work Institute. The institute is also advancing towards international AACSB accreditation and crossed important milestones.

The institute strives to inculcate life-skills in

students and provide them opportunity and assistance in what they would want to become in life. IIM Ahmedabad has written a case study on Jaipuria Institute of Management, Jaipur focusing on student engagement initiatives and its attempt to blend formal and informal learning system. The infrastructure, ambience, learning ecosystem available at Jaipuria-Jaipur altogether provides excellent, conducive, and serene milieu for students to grow and realize their potential. There are four pillars of student centric learning model at Jaipuria Institute of Management, Jaipur. 1. Deeper Industry interface through sharing of learning and MoUs, Mentoring and Internship 2. Blending of formal & informal learning and strong individual Development Plans IDPs 3. Leveraging technology to provide 24\*7 learning environment, and 4. Emphasis on holistic development through strong social connect and global exposure. Jaipuria Institute of Management, Jaipur takes concerted efforts towards enhancing deep learning resulting into significant learning experiences and meaningful student engagement leading to several positive outcomes in terms of improved employability and improved placements.

